Amanda Leamon Reflections

**My Flyer:**

My flyer was directed towards parents. My clue project was about the perceptions of men and women in a college environment. I felt that parents would be worried about if their child is getting the same education as everyone else. Also, they made be worried about how people perceive their children based on their gender. I took into consideration the feelings of parents and did some observations about what men and women spend their day doing and I interviewed men and women. I really wanted the flyer to look very professional because this is something they would probably pick up at orientation. When I made my flyer, I wanted to make it so that it would catch the parents’ eye and make them want to learn more about it. Also, I put a note to the parents to tell them what they can do to help stop prejudice against genders in college. What I took from my examples were the great uses of color and the set up to help make my flyer.

Contrast: I used the pops of pink an orange. I also made the headings different colors.

Repetition: I repeated the colors of blue pink and orange to help guide the reader through it.

Alignment: I aligned the table together and tried to keep all the words aligned.

Proximity: I grouped the questions with the answers.

Purpose: The main purpose was to show parents that men and women are getting similar experiences

Audience: Parents of college students

Genre: Flyer/ poster

Engagement: I made this to inform parents of the type of stereotyping happening in college so they could help put an end to it.

**Letter:**

My letter was not meant to go to my future employer. It was just meant to go heads of companies or important people within companies. I changed the results of my clue project around so that I could use them to show that even though men and women are having the similar experiences at college, women are still making less than man and holding lower positions. I drew off of the letters that I found to try to make it as professional as possible. But, I wanted it to stand out because I wanted them to actually pay attention to it so I made it green.

Contrast: I made the background green and the letters black.

Repetition: I put my name and email twice so they knew who it was from

Alignment: I used a boarder to keep everything in place and indented and bulleted my interview results

Proximity: I put the interview questions and answers together

Purpose: To get heads of companies thinking about why women don’t have higher position

Audience: Heads of companies or important people in a company

Genre: letter

Engagement: I wanted to get people thinking about why women don’t have higher positions in companies

**Satire:**

I envision my satire being sent around as an email. It would be a funny email that you could send to your friends or college students. It is basically making fun of the way that men and women act in college. I played off of the stereotypes that I got from my interviews. My examples helped me because I wanted to think of something ridiculous that I could compare to college students, which just happened to be cave people.

Contrast: I wanted to use the background of the sky and grass because it seemed to me to fit with the cave people theme. Also, the word “warning” I put in red because it is the first thing you read and I wanted it to stand out.

Repetition: I repeated the words collegeman and collegewoman. I also used pictures to help with the repetition.

Alignment: I worked really hard on the alignment. I wanted everything to be straight and I made sure that no words carried over to the next line. Also, I aligned the text so it wrapped around the pictures.

Proximity: I put the cavemen picture first because I talked about them first. Then, I put the cavewomen picture.

Purpose: To make people laugh and have a good time

Audience: teens-adults

Genre: Poster/ flyer/ satire/ email attachment

Engagement: I wanted people to think about college students and the stereotypes because I don’t think people realize how hard we work in college. Also, I hope by relating us to cave people that others will realize that this isn’t the way we act.